

SECTION B -- SUPPLIES/SERVICES AND PRICES/COST

B.1 GENERAL

- (a) This contract shall be a vehicle for the Government to obtain a Contractor to create, produce and implement an integrated marketing and communications campaign in support of the 2010 Decennial Census.
- (b) The Government intends to award an Indefinite Delivery– Indefinite Quantity contract with multiple Firm Fixed Price (FFP), **Firm Fixed Price with Incentive (FFP-I)** and/or Time & Materials **(T&M)** delivery/task orders.
- (c) Travel required and incurred by the Contractor's personnel outside their assigned work is an acceptable item to be invoiced. This Other Direct Cost (ODC) shall be invoiced in accordance with the Federal Travel Regulations (FTR) and **shall be invoiced only against Task Order No. 2 – Travel**. No travel can be invoiced on individual task orders.

B.2 ESTIMATED BUDGET

The estimated budget for the full cycle of the contract is about \$200,000,000.00.

B.3 MINIMUM AND MAXIMUM CONTRACT AMOUNTS

During the period specified in Section F.2, the Government shall place orders totaling a minimum of \$250,000.00. The amount of all orders under this contract shall not exceed \$300,000,000.00

B.4 FULFILLING MINIMUM ORDERING REQUIREMENTS

The Government has no obligation to issue task orders to the Contractor beyond the minimum amount specified above.

B.5 PRICING OF TASK ORDERS

All task orders issued under this contract shall be priced in accordance with the provisions contained in Section B. Under this contract, the Contractor shall perform all services in accordance with task orders, which will be based upon the actual Census Bureau's communications requirements for the 2010 census and the approved National Communications Plan.

B.6 PRICE TABLES**B.6.1 Table B.1 – Firm Fixed Price for Task Order No. 1**

Price Table B.1 contains the Contractor's firm-fixed price, exclusive of travel costs and of any award fee, for successfully completing Task Order No.1, as defined in the Attachment J.4.

TASK ORDER NO. 1	PERIOD OF PERFORMANCE	FIRM-FIXED PRICE
Development of National Communications Plan		

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B.6.2 Table B.2 – Fees and Other Cost Provisions

- (a) Notwithstanding any other clause or provision of this contract including but not limited to the following clauses, it is agreed that the Government will not be obligated to pay the Contractor for costs in excess of the following negotiated rates:

PROVISION	FEE(S)
Subcontracting Fees	
Fringe Benefits	
General & Administrative (G&A)	
Overhead	
Profit	

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- (b) The above-negotiated rates shall apply for future task orders. Prior to awarding new tasks, if the above negotiated rates change based on the audit findings from an approved audit agency, the Government and the Contractor may discuss and negotiate these changes.

Deleted: The above-negotiated rates apply for the life of the contract. The Government reserves the right to renegotiate these rates at any point during the life of the contract.

B.6.3 Table B.3 – Labor rates for Task Order No. 1

The Contractor's unburdened labor rates included in Table B.3 apply for Task Order No. 1. Additional labor categories and rates will be negotiated at the task order level. Each task order will be negotiated on an individual basis based on the actual labor estimate and costs for the defined work ordered at the time.

Deleted: <#>*The above-negotiated profit shall apply to Time and Materials task orders only. For Firm-Fixed Price task orders, the above rate may apply or negotiated on a task order basis. When an Award Fee Plan is negotiated for a task order, the profit shall be a part of the award fee pool.

Deleted: the base and option years of the contract, accordingly, and shall be used by the Contractor when pricing task orders under the contract.

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B.6.4 Table B.4 – Travel Costs for Task Order No. 1

Price Table B.4 includes the Contractor's estimated travel costs for Task Order No. 1. The Contractor will be required to estimate travel costs for each task order issued. Travel cost estimates shall be provided separate from each future task order proposal.

B.6.5 Table B.5 – Incentive for Small Business Subcontracting Program

Price Table B.5 includes the negotiated incentive for the Incentive Subcontracting Program, as defined in Section I.8. This incentive will be incorporated into Section I.8 after award.

B.7 PRICING ASSUMPTIONS, INSTRUCTIONS AND NOTES

For pricing and evaluation purposes, the Offeror's price shall be based on its experience and its solution to meet the Government's requirements as stated in Section C of this Request for Proposal (RFP) and the assumptions/instructions stated below.

For pricing purposes only, the Offeror **shall** assume the following:

- (a) All references to "year" will mean the Government fiscal year.
- (b) All printing will be coordinated through the Government Printing Office (GPO).

[End of Section B]